

Broader Purpose Explained – The Leadership Ask

**Subject Line: Our Partnership with the American Red Cross**

Our <<quarterly or insert your frequency>> blood drives are important to me, both personally and from an organizational standpoint. Let me explain why.

Most importantly, very few people actually get to take an active role in helping to save a life. By taking an hour out of my day, I get to make a real difference. I feel grateful I am healthy enough to help in this way.

<<Organization name here>> also benefits from our blood drives. By participating in our blood drive program, we combine our strengths for a few hours each <<insert how often you hold a drive>>, around a worthwhile and lifesaving cause. We do a lot of good. We have a lot of impact.

I believe if you give blood donation (or volunteering) at the drive a try, you will see these benefits as well. Odds have it that someone you know will need blood during your lifetime. In fact every two seconds someone in American needs blood, from trauma victims to cancer patients, mothers giving birth to premature babies and so many more.

Please come out to support our drive on << date if drive>>, <<Senior leader #1 name>>, <<Senior leader #2 name>> and <<Senior leader #3 name>> will all be there supporting the drive. We look forward to your participation and seeing you there.

<<Senior leader #1 signature>>  
<<Senior leader #1 name>>